

ABSTRACT

A data format includes MPEG compatible video data and Internet image information suitable for conveying packetized video program data and 5 associated web image information. The data format comprises MPEG system data that includes a first transport packet with a header containing a first data identifier for identifying the video program data in a payload of the first transport packet. The MPEG system data also includes a second transport packet containing a second data identifier for identifying Internet information contained 10 in a payload of the second transport packet. The MPEG system data also includes ancillary data supporting the identification and decoding of the Internet information and containing the second data identifier. Internet data in the composite data format is decoded and synchronized with video program data by applying the ancillary data in identifying, decoding and assembling the Internet 15 information.